



Campaspe Tomorrow



Community Vision

Our places are vibrant and sustainable; our people are strong and supportive

Principles

We are custodians and stewards, responsible for passing on a shire that meets the needs of generations beyond our own. Therefore, our work to create the Campaspe of the future is guided by the following principles:

Inclusion

Everybody is included and has something to contribute to the community. Nobody is left behind. Everybody should have an equal chance in life.

Respect

Respectful relationships are the norm between individuals and within communities. We respect the diversity in our community, and in particular, we respect the contribution of our older residents, our young people, and those with Aboriginal cultural heritage.

Sustainability

This is at the heart of everything we do. Sustainability is a key factor in planning for future land use, advocating for additional educational facilities, approving a development, or making decisions around how we use our infrastructure.

The community vision will guide future strategic and operational plans



This vision, and its underpinning data is also vital for internal plans and strategies, such as Council's:

- **Advocacy Strategy:** eg. increased tertiary education opportunities, improved access public transport, Colbinabbin/Toolleen community pipeline
- **Future Place-Based Plans:** eg. Tongala, Rushworth, Echuca, focusing on asset management including multi user facilities
- **Economic Development Strategy:** eg. tourism growth and jobs across the shire (outside of Echuca) and land use planning
- **Asset Management Strategy:** eg. converting this vision into asset management objectives for developing asset management plans
- **Road Management Plan:** eg. unsealed road maintenance
- **Service Planning:** eg. amount and type of open spaces available, multi-purpose community facilities
- **Active Transport Strategy:** eg. cycling networks, Echuca to Rochester Trail



A place where we belong

We want a future where every family and individual feels part of a community, whether that's on the land, in a smaller town, or in a major centre.

Many are concerned about the rise in mental health issues, affecting all ages, but particularly our young people.

Our strength is in our unity, so we will work to ensure nobody gets left behind and can participate in community life.

We want everyone to have the services and support they need to feel happy, safe, connected to others in the community and enjoy good physical and mental health.

Community cohesion

Facilitating events and social opportunities to foster social cohesion and inclusion, awareness and availability of services and activities that support connections between individuals, families and groups.

Mental health

Ensuring everyone stays mentally healthy as well as factors that contribute to this including alcohol abuse, family breakdown and violence. We will improve mental health service availability and reduce the stigma around mental ill-health and asking for help.

Physical activity

Providing more opportunities for residents to be active through widely known and available sporting and fitness programs delivered through schools and sporting clubs, and improving availability of outdoor exercise equipment and connected walking tracks and bike paths.

Service availability

Advocating for services that residents need, particularly medical and allied health, as well as specialist services, like disability supports (NDIS) and Aboriginal community health services.

Support for families

Increasing availability of affordable services including maternal and child health and family violence services, childcare and before and after school programs, and support for vulnerable and disadvantaged families.

Support for our most vulnerable and disadvantaged residents

Giving a hand up (not a hand out) to those who need food security and safe housing, and supports such as disability, aged care accommodation and other services.

Young people

Actively supporting young people to be engaged in community life and supporting them to transition from school and home, to work and independence via appropriate youth and mental health services and activities.

Strengthening community organisations

Ensuring that everyone benefits from an extensive network of volunteers and community organisations, so we have greater capacity to respond to needs and provide help in emergencies, and do so in culturally appropriate ways.



Towns and land that we love

Our places — infrastructure such as halls, sporting facilities and libraries, spaces such as parks and streetscapes, and landscapes, both farmed and natural — are the foundations of our communities.

They play an important role in bringing us together and building the capacity of our community and economy to grow and thrive. And, whether we are travelling by car, on foot or by bike, by rail or bus, we need to be able to get where we want, when we want.

Greening

Ensuring we have the right amount of green space across the shire by planting community gardens and drought resistant plants and advocating for an increased amount — and quality — of land to be put aside for public use, such as state forest and national parks.

Local facilities

Providing well-maintained facilities such as local halls, public toilets, recreational facilities and public spaces that are accessible to all, readily available, and provide a high standard of amenity.

Township character

Beautifying our streetscapes and improving signage. We will ensure that Aboriginal culture, history and heritage are visible throughout the shire.

Infrastructure

Working to ensure critical infrastructure such as buildings, water infrastructure, drainage and internet services are fit for purpose and can support growing numbers of residents, businesses and visitors.

Roads

Working to ensure that roads are high quality, well-maintained, connected and safe, especially those with high-use for commercial, farming, touristic and general resident use.

Land use

Ensuring adequate residential, commercial and industrial land is available, so that Campaspe can continue to develop and grow.

Footpaths

Increasing the availability of safe, accessible, connected and well-maintained footpaths.

Public transport connectivity

Ensuring all members of the community can attend work, study and social commitments using integrated and reliable public and community transport options.



Activity for all

We want a diverse range of high quality sporting and recreational facilities that help to promote community connections and a healthy lifestyle for residents, and increases the attractiveness of Campaspe to visitors.

Open spaces

Ensuring that recreation reserves, parks and dog parks are readily available, well-maintained and accessible for all.

Playgrounds

Building well-designed and maintained playgrounds that facilitate safe, creative play for children of all abilities and are places for families to socialise.

Fishing

Recognising the popularity of recreational fishing by improving access to rivers and lakes.

Sporting facilities

Upgrading sports facilities so they meet changing demands in terms of safety and amenity (eg. changing facilities, playing surfaces and lighting).

Trails and bike paths

Increasing the availability and awareness of connected, well-maintained trails and bike paths and their amenity (such as drinking fountains and bike racks) for users.



Opportunity for all

We want Campaspe Shire to be a place where local businesses prosper and grow, where shops and services in local shopping areas meet the needs of residents and the economy of both our centres and smaller communities is strong and thriving.

Key to this will be ensuring quality education and skills development opportunities are available at every level and every life stage and that Campaspe has an adequate supply of permanent tradespeople, key workers, professional and seasonal workers.

Specific skills will also be needed to ensure we can continue to develop a modern agricultural industry and that young people can secure employment in areas of growth.

Business attraction

Working with State Government, local businesses and chambers of commerce to support and encourage large companies, retail organisations and modern industries to relocate or expand their operations into Campaspe Shire.

Local business support

Ensuring that local businesses have the support they need to prosper and grow. Our key growth industries are high value agriculture, health care and aged care, manufacturing and food production, and tourism.

Tourism

Realising the untapped potential in our local tourism market, particularly in the areas of arts, agricultural, environmental and Aboriginal tourism. This will include improving the attractiveness of our streetscapes and standard of local facilities so they are welcoming for visitors. Ensuring that tourism information and signage promotes our local towns and attractions, Aboriginal history, tourist information and conveys a consistent brand and identity for Campaspe.

Jobs

Supporting young people into employment and training in areas of growth and future skills gaps, including apprenticeships and careers in modern agriculture.

Strengthening our local workforce

Promoting Campaspe as a place to live and work, developing housing stock, services and facilities that are attractive to, and can meet the needs of those who are looking to relocate to our shire for work.

Retaining young people

Advocating for a wider range of local employment, post-secondary training and education and public transport options so that Campaspe's young people can work and study in the local area.

School education

Ensuring Campaspe's young people have access to high quality learning and teaching opportunities with investment in additional education facilities.

Tertiary education

Advocating for robust multi-purpose local education infrastructure and better access to university education (including online learning options), and a wider range of post-secondary education options such as vocational education and training and lifelong learning opportunities



An environment for all, now and always

A healthy natural environment and water security is critical to Campaspe Shire's future prosperity, our quality of life and future generations.

The changing climate requires our residents, those who visit us, and those who use and work the land to make adaptations, adopt sustainable practices and a sense of collective responsibility.

Biodiversity

Educating people on practices that preserve and enhance our native plants and animals and their habitats, so they are healthy, resilient and valued by all.

Energy

Supporting residents and businesses to embrace renewable energy and promoting Campaspe Shire as a destination of choice for renewable energy businesses such as solar and wind farms.

Environmental protection

Ensuring that sustainable practices underpin development of our built environment and our lifestyles and working to reduce the environmental impact of tourism and incorporate Aboriginal land management techniques into our environmental management practices.

Water

Educating and encouraging residents and businesses to conserve water and work to address water security issues to ensure our waterways remain healthy to support local industries and water-based recreation.

Waste

Reducing the amount of waste dumped into landfill by promoting positive recycling, addressing rubbish dumping behaviours and improving rubbish and recycling services and facilities.



Engaged and participative people

To realise our aspirations, requires a community of people who listen, speak up and talk to each other. They engage with enterprises and institutions (including Council) and are empowered and willing to put in on the things that matter the most to them.

Two-way engagement

Ensuring that everyone has a voice, and that those who would not normally engage with Council (such as young people and those from small communities) are encouraged to contribute to consultation processes. Conversely, Council ensures that the scope of Council's role, and Council's decisions and rationale for these are widely communicated to residents. Provision of more information to assist decision making by residents is also critical.

Partnerships

Approaching issues in genuine partnership with the community, ensuring that community views on issues of concern, particularly development and services are considered from the outset, and that community can make a genuine contribution to local projects.

Presence

Residents have more opportunities to engage with Councillors and Council staff, face to face, through events such as pop-up meetings and small group discussions.

Customer service

Customer service continues to improve, especially timely follow up and management of customer issues and complaints.

Communications

Residents have a greater awareness of issues that impact on them because of improved communication using a greater range of channels and mediums.



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 #campaspeshire

Customer Service Centres

Kyabram, 19 Lake Road

Rochester, 43-45 Mackay Street

Rushworth, 33 High Street

Tongala, 37 Mangan Street